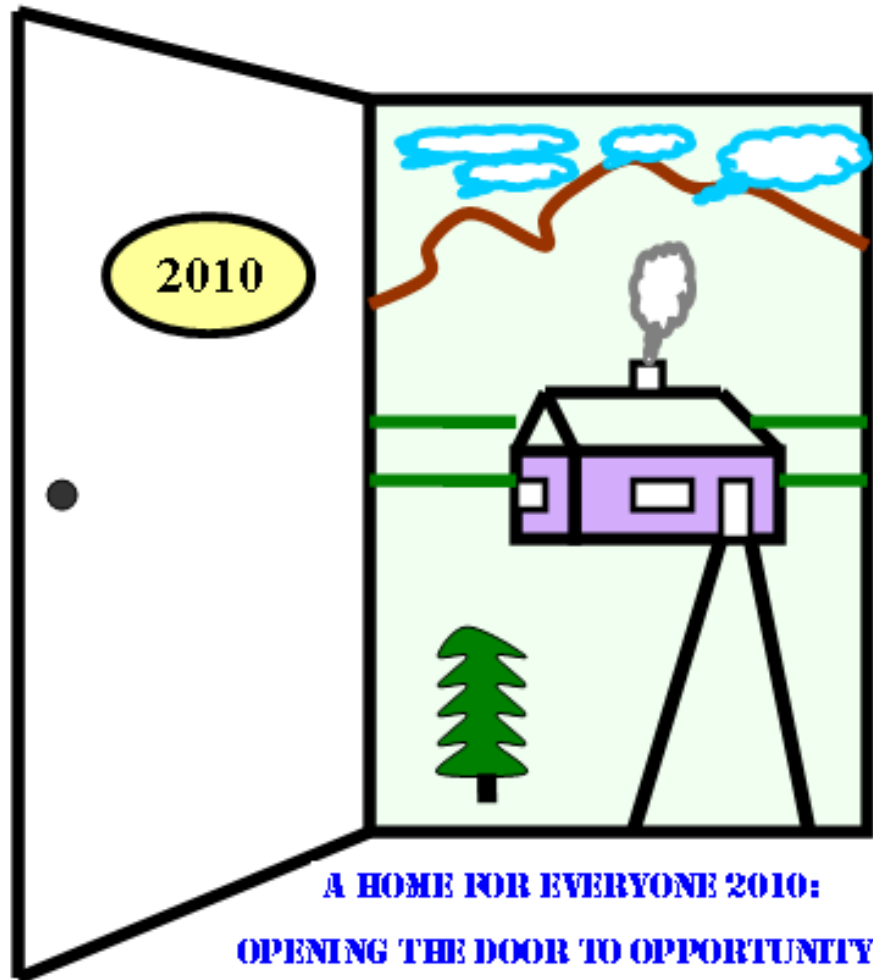


A HOME FOR EVERYONE 2010: “Opening the Door to Opportunity”

July 21-22, 2010



**Radisson La Crosse Hotel
200 Second Street, South
La Crosse, WI 54601**

A HOME FOR EVERYONE 2010: "Opening the Door to Opportunity"

The Wisconsin Collaborative for Affordable Housing is pleased to invite you to attend our 14th annual **A Home for Everyone** statewide affordable housing conference at the Radisson La Crosse Hotel in La Crosse, Wisconsin on July 21-22, 2010.

We hope the conference will provide you with the knowledge and tools to better address this year's theme, "Opening the Door to Opportunity". With a housing crisis continuing to ripple through our communities, attacking the aspirations of low-income households, we have tried to create offerings which are both timely and relevant. We hope you will find many opportunities during the conference to connect with the latest trends and information and with those throughout the state like you – dedicated to providing affordable housing from many different directions.

We look forward to seeing you on July 21 and 22. We sincerely hope you can attend.

For the Wisconsin Collaborative for Affordable Housing,



Bob Jones, WISCAP

The Wisconsin Collaborative for Affordable Housing ***Collaborative Members:***

Astar Capital Management, Inc.
Baker Tilly
Common Wealth Development, Inc.
Community Planning & Development Advisors, LLC
Forward Community Investments, Inc.
Foundation for Rural Housing, Inc.
Great Lakes Capital Fund
Habitat for Humanity
Housing Initiatives, Inc.
Housing Ministries of American Baptist in Wisconsin
IndependenceFirst
La Crosse County Housing Commission
Madison Development Corporation
Movin' Out, Inc.
Project Home
U.S. Department of Agriculture – Rural Development
UW Extension

WI Association of Housing Authorities (WAHA)
WI Community Action Program Association (WISCAP)
WI Council for Affordable and Rural Housing (WI-CARH)
WI Council of Churches
WI Department of Commerce, Division of Housing and
Community Development
WI Department of Health Services, Division of Public
Health
WI Housing & Economic Development Authority
(WHEDA)
WI Housing Preservation Corporation
WI Partnership for Housing Development

Collaborative Liaison:

U.S. Department of Housing and Urban Development
(HUD)

Sponsorship opportunities are available for the "A Home for Everyone" conference ranging from an exhibit table to plenary sponsorships. If you are interested in such an opportunity, please contact Brian Peters at bpeters@independencefirst.org or (866) 909-6917 for more information.

All other general conference inquiries should be addressed to Bradley Thomas at bthomas@wiscap.org or (608) 244-4422.

A HOME FOR EVERYONE 2010
“Opening the Door to Opportunity”
Wednesday, July 21 – Thursday, July 22, 2010

AGENDA

WEDNESDAY – JULY 21ST

8:00 A.M. – 5:00 P.M. - REGISTRATION

8:00 A.M. – 9:30 A.M. - CONTINENTAL BREAKFAST

9:00 A.M. – 10:30 A.M. - OPENING PLENARY

Our 2010 conference will convene with opening remarks from **Antonio Riley, Executive Director of the Wisconsin Housing and Economic Development Authority**. The opening plenary will then feature an interesting and unique perspective on the Wisconsin housing and lending market from two experts in the private sector: **Mike Theo, Vice President for Legal and Public Affairs of the Wisconsin Realtors Association** and **Rose Oswald Poels, Senior Vice President and Counsel for the Wisconsin Bankers Association**. Mr. Theo and Ms. Poels will give an overview of both housing and lending trends in Wisconsin, providing conference attendees core information for the remainder of the conference as we weigh numerous strategies for helping fund and expand affordable housing and provide *A Home for Everyone*.

10:45 A.M. – 12:00 P.M.

WORKSHOPS

Planning – See the Big Picture

Regional Planning Commissions (RPC) serve advisory roles in the state. The results of their work can have a substantial impact on housing through implementation of regional land use, transportation and infrastructure plans. In this workshop participants learn more about RPCs and how they impact housing. And, as an example, you will discuss the Regional Housing Plan for Southeastern Wisconsin: 2035 currently being done by the Southeastern Wisconsin Regional Planning Commission.

Speaker: Ben McKay, Southeastern Wisconsin Regional Planning Commission

Navigating the Residential Offer to Purchase

One of the most high-stakes actions taken by a low-income home buyer (or, for that matter, the CEO of a non-profit housing provider) is signing a residential offer to purchase. The buyer knows that the pages of small print using highly technical language to cover hundreds of provisions and conditions is important – but what does it say? Because of many changes included in the new version of the Residential Offer to Purchase, understanding what's at stake is all the more important. This workshop will guide participants through the form's thicket of perils and pitfalls.

Speaker: Rick Staff, Gateway Title of Wisconsin, LLC

The Foreclosure Hangover

Everyone wants to know when the foreclosure situation will improve. This session will examine recent trends on foreclosures in Wisconsin, the impact of foreclosures on home values and the deleterious effect of unemployment on foreclosures.

Speakers: Russ Kashian, UW Whitewater, Fiscal Economic Research Center
Andy Lewis, UW Extension, Center for Community and Economic Development

Build New or Rehab Used?

We all want sustainable affordable housing – does that mean more new construction or equal or more amounts of rehabilitation of existing housing? New construction seems more fundable and exciting ... yet there is a huge resource in the existing inventory. Which is more beneficial and cost effective? What resources are available today? All these aspects will be discussed in this stimulating workshop.

Speaker: William Farina, USDA Rural Development

What's Up, La Crosse?

Communities in Wisconsin can learn and replicate local efforts - as represented in the City and County of La Crosse - to create and expand affordable housing. In preparation of tomorrow's bus tour, this session will provide examples and case studies of successful projects and of insight on what to avoid in the pursuit of your housing goals.

Speakers: Cori Skolaski, La Crosse Area Habitat for Humanity
Liana Escott, City of La Crosse
Linda Zimmerman, Workforce Connection
Todd Mandel, Coulecap, Inc.

12:15 P.M. – 1:45 P.M. – REPAST AND RECOGNITION: Lunch and Awards

Presentation

Stan Gruszynski, State Director of USDA – Rural Development (*invited*) will address the conference on the importance of collaboration between the various branches of government, service organizations and communities. He will share his perspective on Rural Development's role and the responsibility all of us have for economic development and sustainability, of which housing is a critical component. We will also honor this year's **Logo Contest winner** and present the **2010 recipient of the Charles M. Hill, Sr. Award for Housing Excellence**.

2:00 P.M. – 3:15 P.M. - WORKSHOPS

The Green Workforce of Tomorrow

Wisconsin's Apprenticeship Program will be expanded to include apprenticeships for weatherization technicians, energy auditors and wastewater treatment plant operators. The project will also improve training in existing apprenticeships. Under the goals of the Sector Alliance for the Green Economics project, approximately 2,950 workers will complete training and receive a certificate or degree, and more than 2,500 will be placed in training-related jobs. Learn how this funding will be utilized in Wisconsin.

Speaker: Kathy Wellington, Wisconsin Department of Workforce Development

Make the Invisible, Visible: The Reality of Housing & Poverty

This session will examine how to raise a community's awareness of rural poverty and affordable housing issues. Presenters will explore the linkages existing between housing and poverty, as well as share interesting examples of rural housing solutions and how those solutions can be shared and discussed in the larger discussion on addressing poverty in the community.

Speakers: Charlie Handy, La Crosse County
Mary Patoka, CAP Services
Julie Henley, Village of Gays Mills

Today's Economy and Senior Housing

This workshop will examine problems in the development of senior housing projects associated with the economic downturn. Participants will explore the different effects of equity reduction on the development of senior rental housing in both urban and rural communities. This session will also discuss how slower home sales and declining values are affecting seniors' ability to sell their homes.

Speakers: Michael Hershberger, Baker Tilly
Chris Laurent, MSP Real Estate

Affordability That Stays Affordable: How to Create Truly Mixed-Income Communities

It may be affordable now, but what about in the future? This session will provide several examples of "shared appreciation" housing in use today and how this approach can provide options in not only creating affordable housing, but in keeping it affordable for 30, 40, 50 years - or even longer. Other innovative topics for discussion will include land banks, community land trusts, shared equity cooperatives and deed restrictions.

Speakers: Todd Mandel, Couleecap, Inc.
Barbara Constans, City of Madison
Betty Kalscheur, Wisconsin Department of Commerce

3:45 P.M. – 5:00 P.M. – WORKSHOPS

"Stimulating" a Rapid Response to Housing Needs

Since August, 2009, the Homelessness Prevention and Rapid Re-housing Program (HPRP) has expanded eviction prevention and rental assistance. At this session a panel of HPRP providers will share their experiences with the program. You will see how individual agencies tailored their programs to fit their various populations and how they have met increased needs for rental assistance.

Speakers: Maggie Carden, Wisconsin Department of Commerce
Panel of Service Providers

Making Local Coalitions Work: A Coalition of the Willing

This session will present a how-to guide on forming local housing coalitions in rural communities. Presentations will detail the benefits of forming a coalition, who should be included in such efforts, and how a coalition can help sustain affordable housing in small rural communities.

Speakers: Debra Cronmiller, Fox Cities Poverty Coalition
Lisa Schneider, Fox Cities Housing Coalition

The Rural Areas: They Are A-Changin'

This workshop will look at the changing demographics of rural communities and how these changes are having an impact on housing for everyone. Attendees will explore how understanding different cultures and the role of communication can play a beneficial role in housing.

Speakers: Jeff Borcharding, USDA Rural Development
David Oelkers, Riverland Cooperative
John Bauknecht, UMOs

The Language of Leadership

This workshop will be an interactive session designed to help people identify and apply their leadership styles. Participants will engage in lively discussions on executive leadership, management and coaching skills and leave the workshop with practical lessons and plans of action that can be used immediately and in the future.

Speaker: Denise Stein, Great Lakes Capital Fund

Building Healthy Neighborhoods

In an attempt to revitalize the core of Beloit's Merrill Neighborhood, Community Action, Inc. has purchased 20+ vacant, dilapidated rental properties in the heart of this inner-city neighborhood. This workshop will discuss the strategies and approaches used in leveraging housing rehabilitation and 'place-based' anti-poverty initiatives and the lessons learned to date in this ongoing effort.

Speakers: Lisa Furseth, Community Action, Inc.
John Ramstad, Community Action, Inc.

5:00 P.M. – 7:00 P.M. – RECEPTION

MUSIC BY: PRAIRIE SMOKE

THURSDAY – JULY 22ND

8:00 A.M. – 11:00 A.M. - REGISTRATION**7:45 A.M. – 9:00 A.M. – BREAKFAST BUFFET****8:00 A.M. – 9:30 A.M. – BREAKFAST PLENARY**

Our Thursday morning plenary session will focus on a situation tragic to our land of plenty and in critical need of attention: the educational plight of homeless children and youth. How do children and youth end up in homeless situations? Who, exactly, are they – and where can they be found? How do their living situations pose barriers to educational access and success? Our plenary guest speaker, **Ms. Jan Moore, Program Specialist for the National Center for Homeless Education (NCHE)**, will address these questions, as well as share her insights on successful and collaborative programs and ways these vulnerable children – and their families – can be identified and served toward the goal of a better life.

9:30 A.M. – 12:30 P.M. – LA CROSSE BUS TOUR

Just as the 'Great River' has come to experience a renaissance among the river towns of the La Crosse area, so has affordable housing experienced much the same in La Crosse and the nearby communities. This year's conference bus tour – an always popular *A Home for Everyone* conference event - will feature the results of collaboration and cooperation in projects around the La Crosse area, including single-family, community land trust, Youthbuild, and a stop at the new Great River Station – the first transportation/housing development in western Wisconsin.

9:45 A.M. – 11:00 A.M. – WORKSHOPS**The Larger Picture of Emergency Management**

Communities struggle with the costs and benefits of different flood recovery efforts. Buyouts, for example, offer a final and permanent solution to a flood damage reduction objective; however, they also eliminate the property tax base (the revenue life blood of a community) and utility uses within a utility district. This workshop will explore why we tend to oversimplify the problem when we focus only on flood damage reduction efforts, giving minimal attention to the overall effect those efforts have on a community's well being.

Speakers: Caryn Stone, Wisconsin Department of Commerce
Dale Klemme, Community Development Alternatives, Inc.

Housing Transitions: Making the Process Work

Transitioning from an institution – whether it be a nursing home, a Center for persons with disabilities, or a correctional institution - can be a difficult process for people. This workshop will feature programs and efforts underway to transition people out of nursing homes and into the community, focusing on two important client groups in need of service - residents of nursing homes and correctional institutions.

Speakers: Gail Propsom, Wisconsin Department of Health Services
Mary Kay Koliat, Wisconsin Department of Corrections
Tracy Hudrlik, Wisconsin Department of Corrections

Weatherization – A Part of Total Housing Rehab

Coordinating weatherization and other energy efficiency efforts with housing rehabilitation is hardly a new concept. With the recent growth in weatherization activities and energy efficiency awareness in Wisconsin, opportunities for these complimentary activities are greater than before. This workshop will explore the many ways that housing rehab and weatherization can each advance the other, as well as look at existing roadblocks to coordination.

Speakers: Kahya Fox, Couleecap, Inc.
Josh Wiegand, Couleecap, Inc.

11:15 A.M. – 12:30 P.M. – WORKSHOP

Homelessness by the Numbers: Point-in-Time Studies

This workshop will examine what 'Point-in-Time' studies from throughout the state are saying about homelessness and if there are trends that can be discerned by comparing previous reports with the current numbers. The session will also discuss if improved reporting and adjustments in the definition of homelessness will mean changes in the future.

Speakers: Adam Smith, Wisconsin Department of Commerce
Candice Amil, Milwaukee Continuum of Care

Getting Clear About Water

One of the primary differences between rural and urban housing is that much infrastructure that is often taken for granted by the urban resident does not exist in the rural environment. Although Wisconsin is generally considered a water-rich state, the role of water conservation as a dynamic tool to address rural water needs is one such example. This workshop discussion will provide basic knowledge about the issues relating to water typically used for homes in the rural environment and consider everyone's stake in conservation.

Speakers: Jeff Ripp, Public Service Commission of Wisconsin
Andrew Aslesen, Wisconsin Rural Water Association

The Current Status of Markets

This workshop will focus on the question of whether or not new housing developments hurt a community. Attendees will look at options available to pursue vis-à-vis affordable housing when housing markets are saturated. Discussion will examine the role of improving existing properties, as well as what to do with community services.

Speakers: Mike Hershberger, Baker Tilly
Shreedhar Ranabhat, Wisconsin Housing and Economic Development Authority

12:30 P.M. – 2:00 P.M. – LUNCH/CLOSING PLENARY

Former State Senator **Gary Goyke, the principal in Goyke and Associates**, will speak on "Critical Housing Issues in Wisconsin and the 2010 General Election," providing insightful comments, based on his experience as a consultant, lobbyist and legislator for over 20 years, on the coming statewide elections and their impact on housing. Further perspective will be provided by **former Assembly Majority Leader Steve Foti** and **Representative Kitty Rhodes** (invited), providing for a living exchange of views on the varied scenarios presented by the possible results of this fall's balloting for Governor, State Assembly and Senate.

Wisconsin Collaborative for Affordable Housing
A HOME FOR EVERYONE CONFERENCE 2010
"Opening the Door to Opportunity"
July 21-22, 2010

Radisson Hotel
200 Harborview Plaza, La Crosse, Wisconsin 54601

Scholarship Application

Do you qualify?

Is your annual income at or below 150% of the federal poverty guidelines?

or

Does your organization have an operating budget less than \$500,000?

Scholarship awards will cover the conference registration fee, lodging, and may provide for a stipend for travel and meal expenses. Eligibility for lodging expenses will be subject to distance from the conference site. Scholarships are awarded based on need and subject to availability of funds.

**150% of HHS
Poverty Guideline**

Family Size	Annual Income
1	\$16,245
2	\$21,855
3	\$27,465
4	\$33,075
5	\$38,685
6	\$44,295

Please complete this form and a conference registration form and return both by **JUNE 25, 2010.** Scholarship recipients will be notified by July 9, 2010 of funds available.

Name: _____ Date: _____

Employer: _____ Job Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (H) _____ (W) _____ Fax: _____

Email: _____ (if available)

1. I am requesting this scholarship based on:

- Personal financial need: Number of people in household: _____
2009 gross household income: _____
- Organization financial status: 2009 operating budget _____
(please include documentation from employer)

2. Please explain how attending would benefit you and/or others?

3. Please provide any additional information that should be considered when your scholarship request is being reviewed?

Please return the completed scholarship application with your conference registration to:

WISCAP
Attn: Bradley Thomas
1310 Mendota Street, Suite 107
Madison, WI 53714-1039

If you have questions please contact Bradley Thomas at 608.245-3292
or via email at bthomas@wiscap.org

Wisconsin Collaborative for Affordable Housing

A Home for Everyone 2010: Opening the Door to Opportunity

July 21-22, 2010

Hotel Information

This Conference will be held at

Radisson La Crosse

200 Second Street South

La Crosse, WI 534601

website: http://www.radisson.com/hotels/la_cross

Phone: (608) 784-6680 Toll Free (800) 395-7046 Fax: (608) 782-6430

Room Rate: Single Occupancy: \$70 per night Double Occupancy: \$100 per night

Reservation Deadline: Friday – July 9, 2010 – a block of rooms is reserved under WISCAP
Hotel reservations must be made directly with the hotel.

Cancellation Policy: Failure to cancel guaranteed reservation by 3:00 p.m. the day before arrival, or occupy the room. will result in a charge of one night's room and tax applied to the method of guarantee.

Check-In: 12:00 noon **Check-Out:** 12:00 noon

Registration Information

How to Register: You can register by completing the form on the back or online at www.wiscap.org

Registration Deadline: Friday – June 25, 2010

Fees: \$100.00 (lunch will be included each day)

Registration Deadline: Please complete this form and return with your check or purchase order by June 25, 2010.

*****The fee for registrations received after June 25, 2010 is \$125*****

Payment: Checks must be mailed with the registration form to the WISCAP office at the address listed below. Please make all checks payable to "WISCAP". We do not accept credit cards offline.

Please complete all information on the back of this form and mail or fax to:

Wisconsin Community Action Program Association (WISCAP)

Attn: Bradley Thomas, 1310 Mendota Street, Suite 107, Madison, WI 53714-1039

Telephone: (608) 245-3292 Fax: (608) 244-4064

E-mail: bthomas@wiscap.org

REGISTRATION FORM

(Reproduce this form for **each** participant. Please **TYPE** or **PRINT CLEARLY** information below.)

Name: _____
Title: _____
Organization: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone Number: _____ ext. _____ Fax Number: _____
E-Mail: _____
Special Accommodations: _____

The conference is accessible to persons with disabilities. Please indicate if you need special accommodations for the workshops and what they are. (You are still responsible for notifying the hotel when you make your reservations if you need special accommodations in your room).

Please indicate below what functions/workshops you will be attending.
This information is for planning purposes only and can be changed at the conference(s).

A HOME FOR EVERYONE 2010: OPENING THE DOOR TO OPPORTUNITY - JULY 21-22, 2010

WEDNESDAY – JULY 21, 2010

10:45 a.m. – 12:00 p.m.

_____ Planning – See the Big Picture
_____ Navigating the Residential Offer to Purchase
_____ The Foreclosure Hangover
_____ Build New or Rehab Used?
_____ What's Up, La Crosse?

12:15p.m. – 1:45 p.m.

_____ Lunch _____ Vegetarian

2:00 p.m. – 3:15 p.m.

_____ The Green Workforce of Tomorrow
_____ Make the Invisible, Visible: The Reality of
Housing & Poverty
_____ Today's Economy and Senior Housing
_____ Affordability that Stays Affordable: How to
Create Truly Mixed-Income Communities

3:45 p.m. – 5:00 p.m.

_____ "Stimulating" a Rapid Response to Housing Needs
_____ Making Local Coalitions Work: Coalition of the
Willing
_____ The Rural Areas: They Are A-Changin'
_____ Language of Leadership
_____ Building Healthy Neighborhoods

5:00 p.m. – 7:00 p.m.

_____ Reception

THURSDAY – JULY 22, 2010

8:00 a.m. – 9:30 a.m.

_____ Breakfast Plenary

9:30 a.m. – 12:30 p.m.

_____ Bus Tour

9:45 a.m. – 11:00 a.m.

_____ The Larger Picture of Emergency Management
_____ Housing Transitions: Making the Process Work
_____ Weatherization – A Part of Total Housing Rehab

11:15 a.m. – 12:30 p.m.

_____ Homelessness by the Numbers:
Point-in-Time Studies
_____ Getting Clear About Water
_____ The Current Status of Markets

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